

Casey Bradford

caseybradford@gmail.com
925 818-7708

LinkedIn

linkedin.com/in/caseybradford/

Portfolio

caseybradford.club

Product Designer, Zola

Oct 2021 - current

- Design solutions for the native apps and core experience
- Own projects from start to finish, conducting user research, soliciting feedback from key stakeholders, and working with developers to ensure technical feasibility
- Contribute to the Native Figma Component Library and researched native best practices to be implemented

Product Designer, Core (AlleyCorp)

Feb 2021 - August 2021

- Owned product design across content and payment work streams, working closely with product leads
- Designed for both B2B and B2C interfaces
- Built and managed the Figma component Library
- Designed across iOS and Web
- Worked directly with developers to bring designs to life and understand technical implementation
- Interviewed users and potential customers to identify what we build next as well as execute user testing

Freelance Product Designer

Jan 2020 - ongoing

- Conducted user research, created wireframes and visual design systems, and worked closely with developers and product managers
- Clients include Enkasa Homes, Ellipsis Health, Men's Health Memorial, Great Jones, Something Else, Narrative Nation, and more

Design Manager, WeWork's Flatiron School

Design Manager Jan 2020 - August 2020

Design Lead Jul 2018 - Jan 2020

Graphic Designer Jan 2018 - Jul 2018

- Managed the development of junior designers as well as contributions from agencies and freelancers
- Reported directly to the CMO
- Launched a creative brief and review process that educated other teams about working with creative
- Managed redesign of style guide and refreshed photography to elevate the brand
- Supported the launch of 12 new campuses with out-of-home campaigns that increased organic traffic by up to 70% in some markets
- Led the creative process for a monthly paid advertising budget of \$1 million